

## Practical Tips for ROI and Software Adoption in Construction

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Adopting new software in construction isn't just about picking the right tools – it's about ensuring your team uses them effectively to deliver real results.

Whether it's email and project communication management systems or building information modeling coordination platforms, the challenge lies in getting everyone on board and integrating these tools into daily workflows. Without proper adoption, even the best software can become an expensive, underutilized investment. Here's how to make sure your team embraces the tools you've chosen and delivers a solid return on investment.

### START WITH WHY

Before rolling out new software, communicate its purpose clearly:

- » Why did your company invest in this tool?
- » What problems will it solve?

For email management systems, explain how they reduce time spent searching for project correspondence and ensure critical information is never lost. For BIM coordination platforms, emphasize how they prevent costly onsite clashes by resolving issues during the design phase. When your team understands the value these tools bring to their daily work, they'll be more open to adopting them.

### INVOLVE STAKEHOLDERS EARLY

Adoption starts long before implementation. Involve key



stakeholders – project managers, superintendents, and pertinent trade partners – in the selection process. Their input ensures the software aligns with real-world needs and creates a sense of ownership. These early adopters can become champions for the new system, encouraging others to follow suit.

### TRAIN WITH PURPOSE

Training isn't one size fits all. Tailor sessions to specific roles so users learn what they need to know to succeed in their jobs.

- » **For project managers:** Focus on tracking project-wide communication and using BIM tools for clash detection and scheduling.
- » **For field teams:** Highlight mobile-friendly features that simplify access to drawings and RFIs.

- » **For administrators:** Provide tools for organizing email threads or managing centralized project records.
- » **Offer training in multiple formats,** like hands-on workshops, online tutorials, and quick-reference guides to accommodate different learning styles. And don't stop after the initial rollout; ongoing training ensures users stay engaged as they discover new features or face challenges.

### PILOT BEFORE FULL DEPLOYMENT

Rolling out software across an entire organization can feel overwhelming. Instead, start with a pilot program on a single project or within a small team. This approach allows you to test workflows, gather feedback, and refine processes before scaling up. A successful pilot also provides proof of concept for skeptics, showing real-world benefits like faster communication retrieval or fewer design conflicts during coordination meetings.

### INTEGRATE WITH EXISTING WORKFLOWS

The best software fits seamlessly into existing processes rather than forcing teams to change how they work overnight. For email management systems, this might mean integrating directly with Outlook or Teams so users don't have to switch platforms constantly. For BIM coordination tools, ensure compatibility with design software like Revit or Navisworks so data flows smoothly between systems. The easier it is for your team to use the new tool without disrupting their routine, the faster adoption will happen.

### ADDRESS RESISTANCE TO CHANGE

It's natural for some team members to resist new technology – especially in an industry where tried-and-true methods are often preferred. Listen to their concerns and address them head on:

- » Show how email management reduces risks by keeping all communication organized and easily accessible during disputes or audits.
- » Explain how BIM coordination eliminates tedious back-and-forth between designers and contractors by centralizing clash detection and resolution in one platform.
- » Support from leadership is critical here; when executives champion the software and emphasize its importance, resistance tends to diminish quickly.

### TRACK SUCCESS AND SHARE WINS

Once the software is up and running, measure its impact with clear metrics:

- » How much time is saved searching for emails or resolving RFIs?
- » How many clashes were detected early using BIM tools?

Share these wins widely across your organization to build momentum and encourage further adoption. Stories of success – like a project delivered under budget thanks to smoother coordination – can turn skeptics into believers.

### PROVIDE ONGOING SUPPORT

Adoption doesn't end after implementation; it's an ongoing process. Make sure your team has access to resources like help desks, user communities, or vendor support channels when they hit roadblocks. Encourage users to share tips and tricks with each other as they become more comfortable with the tools.

### BUILD A CULTURE OF INNOVATION

Ultimately, successful adoption isn't just about one piece of software – it's about fostering a mindset that embraces technology as a tool for solving problems and improving outcomes.

Celebrate early adopters who champion innovation within your organization and encourage continuous learning as new features are introduced. Adopting email management systems and BIM coordination platforms isn't always easy – but when done right, it pays off in spades.

By focusing on clear communication, role-specific training, seamless integration, and ongoing support, you can ensure these tools become indispensable parts of your team's workflow. The result? Better collaboration, fewer mistakes, smoother projects, and a stronger bottom line for your business.

### SET SMART GOALS AND HOLD YOURSELF ACCOUNTABLE

Newforma Vice President of Customer Service Tara Anderson has witnessed firsthand the power of accountability in software adoption.

"Companies that succeed in implementation are those that set SMART goals – specific, measurable, achievable, relevant, and

time-bound," she says. "I've seen tremendous success when organizations not only create a solid adoption plan but also hold themselves accountable to it."


Anderson emphasizes the importance of tracking metrics like user engagement, time saved, and project efficiency improvements.

"One client reduced RFI response times by 40% within three months of adopting our platform," she says. "They achieved this by setting clear adoption targets and regularly reviewing progress with their team. By establishing concrete goals and consistently measuring progress, construction firms can ensure their software investment translates into tangible business outcomes."

### **GETTING IMPRESSIVE ROI IS A STRATEGIC PROCESS**

Successful software adoption in construction is a strategic process that requires commitment, planning, and ongoing effort. By following these practical tips – from clear communication and stakeholder involvement to targeted training and seamless integration – construction firms can maximize their return on investment in email management and BIM coordination tools.

The key is to approach adoption as a continuous journey, not a one-time event. As Anderson's insights demonstrate, setting SMART goals and holding your team accountable can lead to significant improvements in efficiency and project outcomes.

Remember, the ultimate desired outcome is not only to implement new technology, but to transform how your team works, collaborates, and delivers value to clients. With a thoughtful approach to software adoption, construction firms can build a more resilient, efficient, and competitive business in an increasingly digital industry landscape. 



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### About the Author

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### About the Article

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